

THE POPULAR

Cor. Mesa Ave. and San Antonio St.

Private Branch Exchange 2306.

Mail and Phone Orders Promptly Filled.

Week-End Specials

Seasonable Items—All Greatly Underpriced

OF course, the biggest item in the week-end specials in the final day of the Fall Toilet Goods Sale. This is really a triumph in value-giving, and customers should avail themselves of the opportunity to supply not only present but future needs. Besides the sale of Toilet Sundries, all departments contribute attractively priced week-end specials.

Extra Special

THE Fall stocks in the Linen Section are now complete and the three following attractive week-end specials are most seasonable:

64-IN. TABLE DAMASK—Heavy, fine woven, merized table damask in 64-in. width, is shown in an assortment of pretty patterns. This is extra special at per yard \$1.10.

70-IN. TABLE DAMASK—Heavy merized table damask in 70-in. width, in satin figures—floral, stripe and dot. An excellent quality at per yard \$1.50.

FILET LACE SCARFS \$1.00—Filet lace scarfs in three sizes, 18x26, 18x40 and 18x54, are an extra special, each \$1.00.

—3d Floor, Linen Section.

ROSWELL WELL TO PRODUCE AT 1100 FEET

Roswell, N. M., Sept. 17.—Officials of the National Petroleum company are confident that their well at Orchard Park, eight miles south of this city, will prove an oil producer at 1100 feet. The water in this well has been successfully chased off and the hole is in nearly perfect condition. Officials of this company from New York and California have recently made a close survey of the well. New locations soon will be made in this vicinity.

FUNERAL SERVICES ARE HELD FOR CHARLES B. BOSWORTH

Funeral services for Charles Bosworth were held Wednesday at the St. Clement's Episcopal church. Rev. Fuller Swift officiating. Burial was in Evergreen cemetery. The pallbearers were: Messrs. Lurvey, Stratton, Herold, Jackson, Baker, Miller. A wife survives Bosworth.

PARADES, BALL, CONCERTS END CELEBRATIONS

Parades in Juarez and El Paso, featuring allegorical floats depicting scenes in Mexican history, drew unprecedented crowds Thursday on the streets of the two places in celebrating the anniversary of Mexico's independence.

Six young men dressed in Aztec costumes, one representing king Montezuma of the ancient Aztecs, were on one of the most picturesque floats. The king was seated on a golden throne.

Woodmen of the World and El Paso Grass Girls rode beautiful floats. The dancers of Chihuahua were another impressive one. Chinese and Japanese also had special floats in the Juarez parade.

Patriotic Speeches

Mexico's independence was represented by a float carrying tropical plants and fruits, and the Spanish-American War and the Instituto Internacional and the Y. M. C. A., were also among the organizations which had beautiful decorations in the parade.

Most of the floats which were seen in the parade in Juarez were brought across the line and put in the parade through El Paso streets.

The El Paso parade ended at Alamo park, where a program of patriotic speeches and music was given. The Juarez parade ended at Constitutional plaza, where a similar program and a concert were held.

Spend the Mexican Night

Thousands of persons crowded Cleveland square Thursday night and heard one of the finest musical evenings given in the square. The concert was played by the Juarez garrison band. Mexican music featured the program, but many classical numbers were expertly rendered and several numbers were played most excellently.

The independence day celebrations closed in Juarez and El Paso with big Mexican dances. Liberty hall, the home of the ball on this side, was crowded with dancers.

COLONEL DELIVERS SPEECH AT DANCE AT CASINO CLUB

Col. J. Lopez Lira delivered a patriotic speech at the Casino in Juarez Thursday, where a dance was given under the auspices of the Casino club. Mexican girls sang patriotic songs. The following committee had charge of the dance:

Reception—Francisco J. Angeles, Guillermo Prieto, Manuel Romero, Miguel Alberto F. Carranza, Roberto Hernandez, Jose M. Cuaron, Ramon Cardenas, Abelardo S. Amaya, J. Guadalupe Camacho, Eduardo Rivera.

Entertainment—Francisco de P. Silva, Raymond S. Garcia, Adolfo Ruiz, Pedro S. Farias, Jose J. Gutierrez, Timoteo G. Cuellar, Miguel A. Tinoco.

Order—Alfonso Irigoyen, Rodolfo Z. Lopez, Jose L. Torres, Apolinario Sanchez, Luis Montes de Oca, Isidro Carrera.

"Entertainers"—Miguel S. Rascon, Enrique G. Brizuela.

JUAREZ BAND IS GIVEN DINNER AT DEL NORTE

Following their band concert in Cleveland square Thursday evening, members of the Juarez garrison band were given a dinner at the Paso del Norte hotel by the Juarez Patriotic Society. The band also played several numbers in the hotel lobby. The musicians were tri-colored rosettes in their caps.

SOUTH AFRICA WILL USE MONEY TAKEN FROM HUNS

Capetown, South Africa, Sept. 17.—Property of Germans to the value of £1,000,000 is to be retained by the South African government as a loan repayable in 30 years. This intention of the government is announced in the South African house of assembly by the premier, Gen. Smuts.

He explained that enemy assets held by the outstanding of enemy property in South Africa totaled £1,000,000, of which £300,000 had already been paid out to German claimants in South Africa. Of the remaining £700,000, one million pounds would be temporarily applied in satisfaction of those of German claimants on Germany for debts or for property in Germany confiscated by that government.

On the balance of £200,000, the government of South Africa has decided to pay interest at 4 percent, during the period to 1919, and will then be held by South Africa as a loan from the German owners for a term of 30 years, the government paying owners 4 percent interest.

Do you realize what money-back means?

It means that you take no risk in trying Schilling Coffee (or anything of Schilling's).

We take the risk. No; we don't. There isn't any.

That's why we can afford to money-back.

Schilling Coffee

Resinol

helps to bring out the real beauty of the skin

Cosmetics only hide skin trouble, but Resinol Ointment, aided by Resinol Soap in most cases, clears away blemishes, roughness, and similar defects, keeping the skin soft and smooth, with the natural color of health.

Give the Resinol system a trial. For sale in all drug stores.

Where is John McCormack?

You will find him at BILLINGS ON THE VICTROLA RECORD—his voice reproduced perfectly ON THE VICTROLA.

"When Night Descends"

sung by McCormack violin accompaniment by Kreisler

This is a love serenade, fitted to McCormack's voice as if it had been specially written for him. The violin obbligato is played as only this great artist can play it. The song is composed by Rachmaninoff, great Russian composer, another famous Victor artist.

And Remember

the Billings Company has succeeded the W. G. Wale Company, the oldest and largest Victrola establishment in the Southwest. Here you will find real SERVICE.

All Styles Victrolas \$25.00 to \$1500.00 Very reasonable payments arranged.

We have all the September Records, and our courteous and efficient salespeople are always pleased to play them for you, whether you purchase or not.

Billings Co.
103 SOUTH EL PASO STREET

Extra Special

OUR Fall stocks in the Silks and Woollens Section were never before so large. The most interesting fact in connection with this showing is that prices are decidedly lower than a year ago. Note these two extra specials for the week-end:

SATIN DE LUXE—Satin de luxe of very soft finish of heavy quality is offered in all the wanted Fall shades for evening and street wear. It is an exceptional week-end value at \$2.55.

WOOL SERGE—Saturday, we sell 46-inch all wool serged and shrunk Storm Serge at an attractive underprice. The same grade was sold a year ago at \$4 per yard, and more. It is a week-end special at \$2.49. —Third Floor.

Fall Ready-to-Wear

Week End Opportunities

EACH day adds to the satisfaction of customers who purchase Fall Ready-to-Wear at the Popular.

As the season advances, customers learn that prices are much more moderate, and qualities better than they had expected to find. For the week-end, we feature the following moderately priced garments.

Dresses at \$25

NEW ARRIVALS in tricot dresses enable us to continue for Saturday with ample choice, this most attractive special. Notwithstanding the nominal price, these dresses are hand tailored, trimmed in silk braid, silk embroidery, sequins and beads in contrasting colors. Navy, brown and black dresses in styles that are absolutely correct, and you will find the best value of the season at

\$25

Extra Special Fall Coats at \$25.00

Our sale of \$25 dresses met with such ready response that we set about to secure similar values in coats—and succeeded. These coats have arrived and are shown in the latest Fall styles. They are made of all wool velour, pure wool and silverline in navy, mahogany, black, Nanking and Scotch. Some have fur collars, others plain tailored. All these coats are silk lined and are extra special at

\$25

New Fall Suits

FEATURED for the week-end is a shipment of new suits all moderately priced. These come in Talma, divet de laine, silverline and tricot. They are hand tailored and silk embroidered, some braid trimmed and fur trimmed. These are a week-end feature at \$37.50, \$39.50 and \$49.50.

\$37.50

Extra Special Animal Fox Scarfs

AN ITEM of unusual interest in our Animal Fox Scarf Sale is animal fox scarfs. For the week-end, we offer them in red fox, taupe fox and peacock fox at the attractively low price of

\$59.50

—5th Floor.

Fashionable Fall Millinery At \$15.00

WE continue for the week-end the \$15 special in millinery. There yet remains simple choice in both street and dress hats in small, medium and large shapes. There is a full range of the season's new colors to be found in this offer, and you will also find that the quality and style of every hat offered indicates a value considerably more than the special price of

\$15

—Millinery Section, 5th Floor.

Blouse Shop

One Blouse Special—One Sweater Special

THE BLOUSE SPECIAL—Georgette blouses in a full range of suit shades, as well as the lighter shades are featured for the week-end. To further advertise Blouse Shop values, we make these a week-end special at

\$4.95

THE SWEATER SPECIAL—Sweaters of splendid style, exceptionally well made and finished are shown in black, turquoise, purple, green and rose, with contrasting color collars, cuffs and trimmings. These are a week-end special at

\$8.95

—5th Floor.

Week End Specials in

The Girls' Own Shop GIRLS' SERGE DRESSES

THIS ONE-DAY SPECIAL offers serge dresses in attractive girlish models, also dresses especially adapted to the junior miss and the petite woman. To give you an idea of the variety, you will find sailor regulation dresses, straight line styles, in silk and serge combined, and charming models for petite women. These serge dresses are arranged in three groups, specially priced for the week-end selling at

\$9.75, \$12.75 and \$22.75

Extra Special GIRLS' GYM BLOOMERS \$2.29

For tomorrow only, we offer girls' gym bloomers made of black twill, extra full cut, governs fasteners at waist and knee, in sizes 12 to 20 years. For this selling they are priced at

\$2.29

Extra--Beaver Hats \$5.00

JUST ARRIVED in time for an extra week-end special are smart beaver hats in sailor style. There are four different models, all trimmed with genuine ribbon band and streamers—a suitable model for every girl. The colors shown are black, navy, brown and tan. We consider this the greatest hat value we have been privileged to offer customers—extra special at

\$5.00

—Girls' Own Shop—Fourth Floor.

THE CORSET SECTION

Extra Special Bust Confiners

THIS item certainly will convince Popular customers that prices are retreating to normal. It has been at least four years since we have been able to offer an item like this. Of course, this opportunity came about by reason of the fact that we were recently in a position to take advantage of an underpriced offer on these confiners. They are shown in three good styles, all back-fastening. The size range is 32 to 42. For Saturday only they are special at

39c

—Corset Section, 4th Floor.

UNDERWEAR DEPARTMENT

Two Week End Specials

SPECIAL NO. 1—For the week-end, we offer beautiful corpe de chine teddies trimmed in dainty lace and ruffles. Others are semi-tailored. These are extra special at

\$3.95

SPECIAL NO. 2—Kaiser merized union suits in flesh and white are an extra special. These are shown in tight and loose knee, also closed end. These have silk tops, and while odds and ends, are a most unusual value at

\$1.95

—3d Floor Underwear Section.

The Men's Furnishings Section ATHLETIC UNION SUITS

An extra special value in men's shirts of fine interest is 1-1/2 items of athletic union suits of splendid quality of material. These are full size, of standard make and, in account of being slightly misused from handling, are offered at the extra price of

\$1

MEN'S SHIRTS, \$2.65

An attractive value in men's shirts of fine interest is 1-1/2 items of athletic union suits of splendid quality of material. These are full size, of standard make and, in account of being slightly misused from handling, are offered at the extra price of

\$2.65

Semi-Annual Toilet Goods Sale Ends

Prices previously advertised continue in force. Special attention is called to the following extra specials:

Mary Garden Products

THE toilet articles under the Mary Garden label meet the requirements of the most fastidious. You should take advantage to the full limit of the three following specials:

Mary Garden Rouge, Special at 39c

Mary Garden Face Powder, Special 89c

Mary Garden Lotion, Special at 29c

Miscellaneous

Rit, cake or flake, special, 4 for 25c

Peroxide, 16-ounce, special at 15c

Mavis Talcum, Final Day Special 19c

Pebeco Tooth Past, Extra Special 39c

Pepascent, Extra Special at 39c

Listerine, Final Day Special at 39c

Rubber Cushion Hair Brush 95c

Williams' Mug Soap, three for 10c

Comb. Hot Water Bottle Syringe \$1.95

Famo Hair Tonic, Final Day at 79c

Djer Kiss Face Powder, Special 95c

Herpicide, large, Toilet Goods Sale 89c

Woodbury's Facial Soap, Special 17c

J. & J. Baby Lotion, Special at 19c

Ben Hur Toilet Water, Special at 95c

Mufit, large, Extra Special at 39c

Mavis Toilet Water, 3-ounce 98c

Rubber Set Tooth Brushes, Special 19c

Star Electric Vibrators, Special \$3.95

Hind's Honey and Almond, Special 39c

Imported Castile Soap, Special at 15c

Bath Brushes, Final Day Special 59c

Nail Brushes, Extra Special 10c

Absorbent Cotton, 16-ounce 45c

Oriental Cream, Final Day 119c

Lilas de France Toilet Water 89c

Piver's Face Powder 119c

Sapo de Castille, Extra Special 29c

Lux, Final Day Special at 10c

Creme Oil Soap, Special, 4 for 25c

Milkweed Cream, large size, Special 79c

Milkweed Cream, small size 39c

Ingram's Rouge, Final Day Special 39c

SALE NOTES—No toilet goods items will be filled on telephone orders at sale prices.

Mail orders are solicited, but postage must be added.

1c for each 25c purchase must be added for war tax.

When the store closes Saturday evening, regular prices will be placed on all toilet goods.

Week-End in

The Men and Boys' Shoe Section MEN'S OXFORDS, \$6.45

ABOUT 200 pairs of men's fine oxfords go into this final clearance. Included are several of the season's best styles in narrow and medium foot lasts in black and brown kid and calf. These shoes are from such representative makers as Johnston and C. B. Slater and the values are to \$12.50. There is a good range of sizes and widths—an extra week-end special at

\$6.45

BOYS' SHOES, \$4.50

Boys' black English lace well shoes in sizes 2 1/2 to 5 1/2, are a week-end special at, per pair,

\$4.50

—2nd Floor.

The Luggage Shop Boston Bags

BOSTON BAGS in black and brown leather in 15, 16 and 17 inch sizes. This is boarded cowhide, lined with leather or heavy drill. For the week-end these are priced at

\$12

—2nd Floor.

Down Stairs Store

365 Dresses—New and Fashionable, go on Sale Tomorrow at \$15

THESE are dresses to delight the eye. They are unusual in more ways than one. The newness, the low price and the very desirable quality of the materials are the outstanding features.

FRENCH SERGE, TAFFETTA, MESSALINE, CHARMEUSE, JERSEY, AND TRICOLETTE.

NOTHING we have had this season at this price can be compared with these dresses. It is doubtful if these dresses can be duplicated later in the season at this low price. There is a full range of sizes, including sizes for those who wear extra large sizes. The colors are navy, black, Malay, beige and grey. We can not go into details about the styles, but there is a pleasing assortment of models in the various materials. They are trimmed with jet, steel, beagle or iridescent beads—wool embroideries in contrasting colors—new colored stitchings—wide braid—new novelty pleatings—leather beltings and fancy girdles—tricotette vesties.

Special Mention

SPECIAL attention is directed to the showing of tricotette dresses. While there is a full range of materials in these \$15 dresses, special mention is made of the tricotette. You should never have associated the low price of \$15 with such handsome dresses as these. They are made of superior quality of tricotette and come in a variety of new fall styles. However, this is only one material of six which forms this week-end feature item in the Downstairs Store Ready-to-Wear Section.

TRICOLETTE BLOUSES of splendid quality tricotette in slip-on style, unbuttoned in wool in contrasting and soft colors are shown in exceptionally well cut garments with three-quarter sleeves, in the colors of black, taupe, salmon, Havana, open and green. A special

\$5.00

FALL HATS, \$2.95

A SPECIAL lot of velvet hats in black, faced with satin of contrasting colors such as rose, pink and tan; finished with flower ornaments. There are also other models in black velvet, tailored styles with velvet bows, and some with silver trimming. For Saturday only, these are specially priced at

\$2.95

CORSET SPECIAL \$2.00—Such well known makes as the "Warner Bust-Proof" and Thompson "Glove Fitting" are included in this corset special. White and flesh color, styles to suit all figures. Are a week-end special at

\$2

Two Extra Specials

Pumps at \$1.00

We intend to close out all remaining pumps tomorrow. In fact, the values are so unusual, we believe that the 150 pairs we have will not last throughout the day. This means that you should come early tomorrow morning to avoid disappointment. These pumps come in white kid, patent leather, kid pumps with suede counters and various other styles. As long as 150 pairs last, they will be sold Saturday

\$1

SPECIAL NOTE—We cannot accept mail orders on this item.

Hey—A-y! Federal! Here they are—these Smart Suits with paddle proof pants for the youngsters—and also for the boys too big to paddle.

Popular Boys' Store LONG TROUSER SUITS WITH TWO PAIRS TROUSERS

THESE long trouser suits with two pairs of trousers, offer the solution of the suit problem for the high school boy. The double service insured, the splendid fabrics and superior workmanship leave nothing to be desired in the first long trouser suits.

ALL WOOL SUITS, 2 PAIR KNICKERS, \$14.75

Smartly tailored suits for boys of 8 to 16 are shown in the worst that give real service. There is an excellent variety of patterns, tailored in the best fashion, and the suits with two pairs of knickers are a week-end special at \$14.75.

SCHOOL SUITS, 2 PAIRS KNICKERS, \$9.75

Youthful styles in the new Fall materials are offered you in these suits of durable fabrics in sizes 7 to 16. Each suit has two pairs knickers, coat and knickers lined throughout, and is specially priced for the week-end at \$9.75.

KOVERALLS, \$1.00

The sensible one-piece play suit for kiddies is the Koveralls. This is an old lot, not all sizes in all colors, all have short sleeves, and these regular \$2 values are a week-end special at \$1.00.

WASH SUITS, \$1.95

Kaynes wash suits in middy, beffed, and Oliver Twist styles in a full range of colors and color combinations, guaranteed to launder are offered in sizes 2 1/2 to 5, in values up to \$4—a week-end special at \$1.95.

JUVENILE OVERCOATS

Smart little overcoats, just the weight for wear during the cool autumn weather are shown in well tailored models and attractive fabrics in sizes 2 1/2 to 10 years. These are divided into three special groups, priced for this selling at \$8.50, \$10.50 and \$12.50.

Our showing of hats, caps, sweaters and neckwear is most complete and the prices will suit you.

At \$15

DUO-TONE ROSE—Fiber and silk duo-tone hose in lace style are offered in the combinations of black and purple, black and green, black and white and black and red. All sizes are represented, and slight imperfections account for the low 89c week-end price of per pair

89c

CAMISOLES of crepe de chine and wash silks are handsomely trimmed in lace and insertion. These are shown in flesh color only. Specially priced for

89c

BOUDOIR CAPS in wash satin, crepe de chine and silk mill are shown in flesh, pink, blue, rose, peach, lavender and white. These are trimmed with dainty lace and insertion. A week-end special

50c

BLOUSES \$1.95—Blouses of georgette, mostly in white and flesh, and blouses in tricotette, are shown in attractive

\$1.95

CHILDREN'S HATS—A big showing of hats for children offers hats in velvet, plushes and other materials. Styles are suitable for children up to 16 years. The price range is \$2.25 to \$5.95.

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